

**A PROJECT REPORT ON**  
**“NEWSPAPER READING HABIT IN CAREER**  
**BUILDING”**



**1051-20-405-048**

**CHINTHAKUNTA NISHITH REDDY**

**Project submitted in partial fulfilment of for the award of the**  
**degree of**

**B. Com Computer Applications**

**By**

**Osmania University, Hyderabad-500007**



## Certificate

*This is to certify that the project work entitled*

### **“NEWSPAPER READING HABIT IN CAREER BUILDING”**

Is the Bonafide work done by

**Name: CHINTHAKUNTA NISHITH REDDY**

**Roll no: 1051-19-405-048**

As a part of their curriculum in the Department of Commerce

Aurora’s Degree & PG College,

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This work has been carried out under my guidance

Project Mentor

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Principal

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## **ANNEXURE I**

### **DECLARATION**

I hereby declare that this project titled “**A STUDY ON NEWSPAPER READING HABIT IN CAREER BUILDING**” submitted by me to the Department of Commerce, Osmania University, Hyderabad, is a bonafide work undertaken by me and it is not submitted to any other university or institution for the award of any degree, diploma/certificate or published any time before.

Name and Address of the Student

Signature of the Student

CHINTHAKUTA NISHITH REDDHY

HYDERABAD



# Certificate of Participation

Online Workshop  
RESEARCH METHODOLOGY & PROJECT REPORT

Organised by  
Department of Commerce  
Osmania University, Hyderabad

This is to certify that **Mrs. Veena Malkhed, Aurora's Degree and PG College** has participated in **Online Workshop** on **"Research Methodology & Project Report"** organized by the Department of Commerce, Osmania University, Hyderabad, Telangana State on 11<sup>th</sup> April, 2022.

Prof. V. Usha Kiran  
Director

Dr. I. Sekhar  
Convener

Dr. A. Patrick  
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**TELANGANA STATE COUNCIL OF HIGHER EDUCATION**  
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**GOVERNMENT CITY COLLEGE(A), HYDERABAD**

***Certificate of Participation***

This is to certify that Mr/Kum Chinthakunta Nishith Reddy

B.Com VI Semester, Hall ticket number 1051-20-405-048

College Aurora's Degree and PG college

has participated in **Free Online Student Development Program (SDP)** on  
**"Project Report Preparation"**, Organized by Telangana State Council of  
Higher Education, Department of Commerce-Osmania University and  
Government City College(A), Hyderabad to the B.Com Students on 25  
February, 2023

Gajendra Babu PGK  
Co-Ordinator  
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Prof. D. Chennappa  
Head, Dept. of Commerce, OU

Prof. R. Limbadri  
Chairman, TSCHE

## **ANNEXURE-II**

### **CERTIFICATION**

This is to certify that the Project Report title “**A STUDY ON NEWSPAPER READING HABIT IN CAREER BUILDING**” submitted in partial fulfilment for the award of B. Com Computer Applications Programme of Department of Commerce, Osmania University, Hyderabad, was carried out by **CHINTHAKUNTA NISHITH REDDY** under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name of the Mentor

Mrs. VEENA MALKHED

Signature of the Mentor

## **ACKNOWLEDGEMENT**

This project work would not have been complete without the mention of following people. We express our hearty gratitude to our principal sir **Dr. Viswanadham Bulusu** for providing us the opportunity and platform to work on the project. And our project mentor **Mrs. Veena Malkhed** who has supported and guided us throughout our project.

## **ABSTRACT**

This study explores the reading habits of newspapers and their impact on career building. The study aims to investigate how the habit of reading newspapers can help individuals in their professional growth, as well as how it contributes to their personal development. The research method used is a survey conducted among a diverse group of individuals who are currently employed in different industries. The results indicate that reading newspapers regularly can significantly enhance one's knowledge and skills, which can lead to better job performance and career advancement. Furthermore, the study reveals that the habit of reading newspapers fosters critical thinking and decision-making abilities, which are crucial for success in the workplace. The findings suggest that individuals who prioritize reading newspapers as part of their daily routine can gain a competitive edge in their career development. Therefore, this study recommends that individuals should cultivate the habit of reading newspapers and incorporate it into their daily routine to enhance their professional growth and personal development.



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**CHAPTER-1**  
**INTRODUCTION**

## **Introduction**

The modern workplace is constantly evolving, and staying up-to-date with the latest trends, developments, and opportunities is essential for career advancement. In this context, the habit of reading newspapers can prove to be an invaluable tool for career building. Newspapers provide a wide range of information on local and international news, politics, business, technology, and other topics that can have a significant impact on one's professional life.

The purpose of this study is to examine the relationship between newspaper reading habit and career building. The study seeks to explore whether individuals who read newspapers regularly are more likely to be successful in their careers and whether there is a correlation between newspaper reading and professional development. By understanding the role that newspapers play in career building, individuals can better appreciate the importance of this habit and make informed decisions about their reading habits.

The study employs a survey method to collect data from a sample of 30 respondents from various professions and backgrounds. The research findings will shed light on the ways in which newspaper reading can contribute to career success, as well as the benefits of cultivating this habit for personal and professional growth. Ultimately, this study aims to highlight the importance of staying informed and up-to-date with the latest developments in one's field of work and the broader job market to achieve career success.

## **1.1 NEED OF THE STUDY**

The need for the study on newspaper reading habit in career building arises from the rapidly changing nature of the modern workplace. The study aims to fill the research gap by exploring the impact of newspaper reading on career development. The relationship between newspaper reading habit and career building has not been extensively studied. The study seeks to identify the potential benefits of cultivating the habit of reading newspapers and the ways in which it can contribute to professional growth. The findings of the study will have implications for professionals across a range of industries and backgrounds. The study will offer guidance to individuals seeking to enhance their career prospects. The results will provide insights into how newspapers can be leveraged as a tool for personal and professional growth. The study's results will be beneficial to educators and policymakers. The critical importance of staying informed and up-to-date with the latest developments in one's field of work is essential to achieve career success.

## **1.2 OBJECTIVES OF THE STUDY**

1. To know the factor which attracts youth towards newspaper.
2. To analyse how newspaper is helping the youth in choosing their career.

### **1.3 RESEARCH METHODOLOGY**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analysed?

For the present study both primary and secondary data has been used. However, the paper is mainly based on primary data collected through a survey questionnaire conducted with the people of Hyderabad.

Sample size: The sample size of the study is 30

Sample area: Hyderabad.



## **1.4 SCOPE OF THE STUDY**

The scope of this study is to explore the relationship between newspaper reading and career success. It aims to investigate the potential benefits of cultivating the habit of reading newspapers and how it can contribute to professional growth. The study will collect data through a survey method from a sample of 500 respondents from various professions and backgrounds. The focus will be on the potential benefits of newspaper reading as a tool for career advancement. The study's scope will be limited to the relationship between newspaper reading habit and career building. The study will offer insights into the potential benefits of cultivating the habit of reading newspapers for personal and professional growth.

## **1.5 LIMITATION OF THE STUDY**

- The survey is conducted in a limited period.
- Every individual who has filled the form may not have given a true and fair response because of personal bias may have come into picture.
- Some might be reluctant in filling the questionnaire because of their personal reasons or might not want to share about their health issue.
- Primary data obtained may not be accurate to a great extent.

**CHAPTER – 2**  
**LITERATURE REVIEW**

## **1. A Case Study of Newspaper Reading Habits Among Students**

Dr. Bharat Dhiman

Abstract

This research paper focus on Newspaper reading habits among Under Graduate and Post Graduate students studying in Kurukshetra University. There are 100 questionnaires were distributed to the students. Among them 70 questionnaire response received from the students. The collected data has been analyzed and its results are presented in the form of tables according to the objectives of the study.

## **2. Inculcating The Habit of Reading Newspapers Among College Students**

**And Understand Its Influence on Content They Prefer**

Dr. Geetali Tilak,

Dr. Amiya Bhaumik

Abstract:

More specifically, for college students and textbooks, newspapers act as a fundamental source of information. Many students read newspapers in printed form or online copy as well. Every newspaper copy holds some useful information for every reader besides its age, gender, profession, and interest. So, for college students, it acts as a source of useful information to access updates from health, fitness, entertainment, sports, career and education, market, and business as well. Here, the main motive of the study is to teach the habit of reading newspapers among college students. Also, the aim was to understand the influence of reading newspapers on choosing the content by students. The entire study shows that students use newspapers to obtain the interesting information to widen their knowledge.

### **3. NEWSPAPER READING BEHAVIOR AMONG THE COLLEGE**

#### **STUDENTS**

T. N. KOTHAINAYAGI

C. KARTHIKEYAN

Abstract:

Newspaper is the granary of information around the world. Newspaper reading is a familiarized reading which influences readers to find out and penetrate the store house of knowledge in daily basis. The aim of present study is to examine the level of newspaper reading behaviour of the college students. The target population of the study consist postgraduate students of Tamil Nadu Agricultural University. On the basis of mailed questionnaire survey the study made some findings such as most of the respondents spent 30 mines daily mainly for improving reading skills, inspired by parents to read newspaper, depended mainly for social awareness, shared the knowledge to their friends. To increase the newspaper reading behaviour respondents should depend more on online medium of newspaper rather than printed medium.

### **4. NEWSPAPER READING HABITS OF UNIVERSITY GRADUATE STUDENTS IN BANGLADESH: A CASE STUDY**

Authors: A. K. M EAMIN ALI AKANDA, MD. ARMANUL HAQUE

Through a questionnaire based survey, newspaper reading habits of the graduate students of Social Science faculty of University of Rajshahi in Bangladesh has been studied. The study demonstrates that majority of the graduate students read Bengali and English newspapers. Moreover, the research reveals that international section of the newspaper is

the mostly preferred section. This paper also highlights that a majority portion of respondents prefer hall library to read printed newspaper while a large number of them prefer computer center of the university central library to read online newspapers. The study also highlights the barriers and attempts to provide the suggestions to overcome the hurdles of reading both printed and online newspapers.

**CHAPTER – 3**  
**INDUSTRY REVIEW**

## **The Times of India**

The Times of India, also known by its abbreviation TOI, is an Indian English-language daily newspaper and digital news media owned and managed by The Times Group. It is the third-largest newspaper in India by circulation and largest selling English-language daily in the world. It is the oldest English-language newspaper in India, and the second-oldest Indian newspaper still in circulation, with its first edition published in 1838. It is nicknamed as "The Old Lady of Bori Bunder" and is an Indian "newspaper of record".

Near the beginning of the 20th century, Lord Curzon, the Viceroy of India, called TOI "the leading paper in Asia". In 1991, the BBC ranked TOI among the world's six best newspapers.

It is owned and published by Bennett, Coleman & Co. Ltd. (B.C.C.L.), which is owned by the Sahu Jain family. In the Brand Trust Report India study 2019, TOI was rated as the most trusted English newspaper in India. Reuters rated TOI as India's most trusted media news brand in a survey. In recent decades, the newspaper has been criticised for establishing in the Indian news industry the practice of accepting payments from persons and entities in exchange for positive coverage.





## The Hindu

The Hindu is an Indian English-language daily newspaper owned by The Hindu Group, headquartered in Chennai, Tamil Nadu. It began as a weekly in 1878 and became a daily in 1889. It is one of the Indian newspapers of record and the second most circulated English-language newspaper in India, after The Times of India. As of March 2018, The Hindu is published from 21 locations across 11 states of India.

The Hindu has been a family-owned newspaper since 1905, when it was purchased by S. Kasturi Ranga Iyengar from the original founders. It is now jointly owned by Iyengar's descendants, referred to as the "Kasturi family", who serve as the directors of the holding company. The current chairperson of the group is Malini Parthasarathy, a great-granddaughter of Iyengar. Except for a period of about two years, when S. Varadarajan held the editorship of the newspaper, the editorial positions of the paper were always held by members of the family or held under their direction.



## **Hindustan Times**

Hindustan Times is an Indian English-language daily newspaper based in Delhi. It is the flagship publication of HT Media, an entity controlled by the K. K. Birla family, and is owned by Shobhana Bhartia.

It was founded by Sunder Singh Lyallpuri, founder-father of the Akali movement and the Shiromani Akali Dal, in Delhi and played integral roles in the Indian independence movement as a nationalist daily.

Hindustan Times is one of the largest newspapers in India by circulation. According to the Audit Bureau of Circulations, it has a circulation of 993,645 copies as of November 2017. The Indian Readership Survey 2014 revealed that HT is the second-most widely read English newspaper in India after The Times of India. It is popular in North India, with simultaneous editions from New Delhi, Mumbai, Lucknow, Patna, Ranchi and Chandigarh.

The print location of Nagpur was discontinued from September 1997, and that of Jaipur from June 2006. HT launched a youth daily, HT Next, in 2004. The Kolkata edition was launched in early 2000, and that of Mumbai on 14 July 2005. Other sister publications of Hindustan Times are Mint, Hindustan, Nandan and Kadambani. It also has a children's version like other newspapers. The media group owns a radio channel, Fever 104.0 FM, an education-related company, Studymate, and organises an annual Luxury Conference that has featured speakers like designer Diane von Fürstenberg, shoemaker Christian Louboutin, Gucci CEO Robert Polet and Cartier MD Patrick Normand. Hindustan Times is owned by the KK Birla branch of the Birla family.

## **The New York Times**

The New York Times is a daily newspaper based in New York City with a worldwide readership reported in 2022 to comprise 740,000 paid print subscribers, and 8.6 million paid digital subscribers. It also is a producer of popular podcasts such as The Daily. Founded in 1851, it is published by The New York Times Company. The Times has won 132 Pulitzer Prizes, the most of any newspaper, and has long been regarded as a national "newspaper of

record". For print, it is ranked 18th in the world by circulation and 3rd in the United States. The newspaper is headquartered at The New York Times Building near Times Square, Manhattan.

The New York Times Company, which is publicly traded, has been governed by the Sulzberger family since 1896, through a dual-class share structure. A. G. Sulzberger, the paper's publisher and the company's chairman, is the fifth generation of the family to head the paper.

Since the mid-1970s, The New York Times has expanded its layout and organization, adding special weekly sections on various topics supplementing the regular news, editorials, sports, and features. The institution's emphasis remains on global and U.S. hard news coverage. Since 2008, the Times has been organized into the following sections: News, Editorials/Opinions-Columns/Op-Ed, New York, Business, Sports, Arts, Science, Styles, Home, Travel, and other features. On Sundays, the Times is supplemented by the Sunday Review The New York Times Book Review, The New York Times Magazine, and T: The New York Times Style Magazine.



## **DECCAN CHRONICAL**

Deccan Chronicle is an Indian English-language daily newspaper founded by Rajagopal Mudaliar in the 1930s & currently owned by Samagrah Commercial Pvt Limited. It is

published in Hyderabad, Telangana, by Deccan Chronicle Holdings Limited (DCHL). The newspaper's name derives from the originating place, the Deccan regions of India. Deccan Chronicle has eight editions in Andhra Pradesh and Telangana. They also publish from Chennai and Bengaluru.

In 2007 and 2008, DCHL launched its new business divisions. New online initiatives in the sports, education, matrimony, robotics, campus newspaper for schools and colleges, and jobs. J. Krishnan was appointed the head of new business initiatives, and the CEO of Netlink Technologies (Fully owned subsidiary of DCHL) and Deccan Chargers. Vivek Kumar and Bibhuti Acharya were heading the new business divisions.

The DCHL is owned by Samagrahah in terms of the duly approved Resolution Plan.



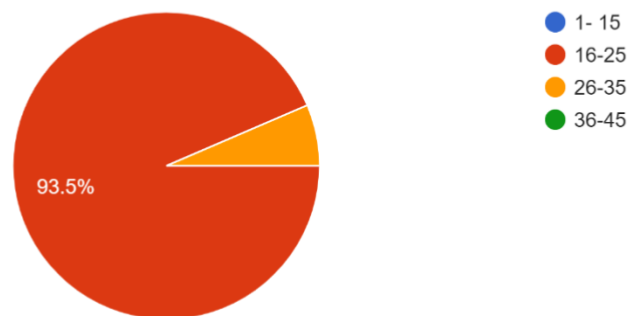
**CHAPTER – 4**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

1. The age of the respondents

Table 4.1

Given options	No. of respondents	Percentage %
1-15	0	0
16-25	29	93
26-35	2	7
36-45	0	0

Age  
31 responses



**INTERPRETATION:** From the above data we can observe that most of the respondents belong to the age group of 16-25 i.e., 93 and 7% of the respondents belong to 26-35.

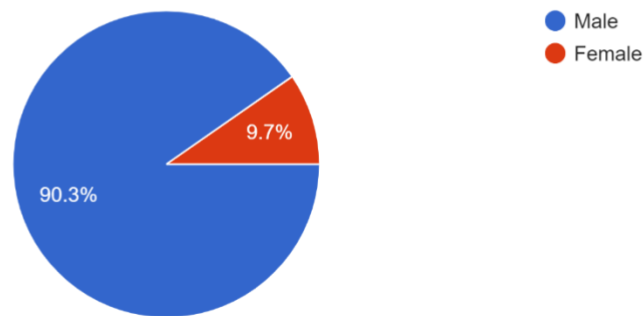
## 2. The Gender of the respondents

Table 4.2

Given options	No. of respondents	Percentage %
Male	28	90
Female	3	10

### Gender

31 responses



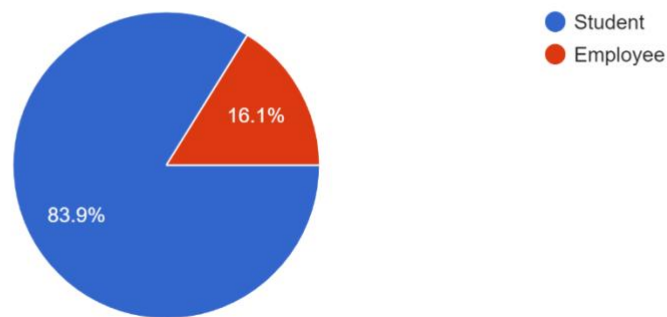
**INTERPRETATION:** From the above data we can observe that more of the respondents are male i.e., 90% and 10% of them are female.

3. The occupation of the respondents

Table 4.3

Given options	No. of respondents	Percentage %
Student	26	84
Employee	5	16

occupation  
31 responses



**INTERPRETATION:** The sample unite has respondents belonging to different categories of occupation where 84% of them are students, 16% of them are working.



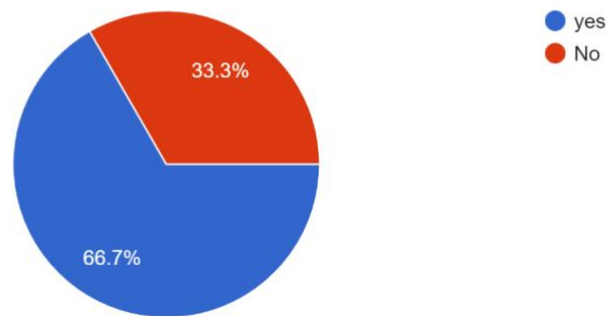
4. Do you read newspapers.

Table 4.4

Given options	No. of respondents	Percentage %
Yes	20	67
No	10	33

Do you read new papers

30 responses



**INTERPRETATION:** From the above data it has been observed that out of total respondents 67% of them read newspapers, 33% of them do not read newspapers.

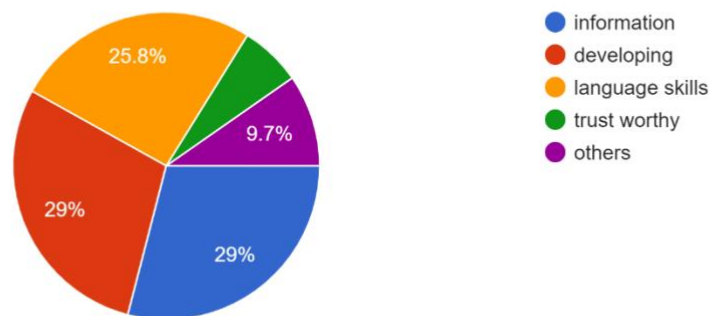
5. Why do you choose newspapers rather than other media.

Table 4.5

Given options	No. of respondents	Percentage %
Information	9	29
Developing	9	29
Language skills	8	26
Trust worthy	2	6
Others	3	10

why do you choose newspapers rather than other media

31 responses



**INTERPRETATION:** From the above data it has been observed that out of total respondents 29% of them read newspapers for information, 26% of them read newspapers to improve reading skills.

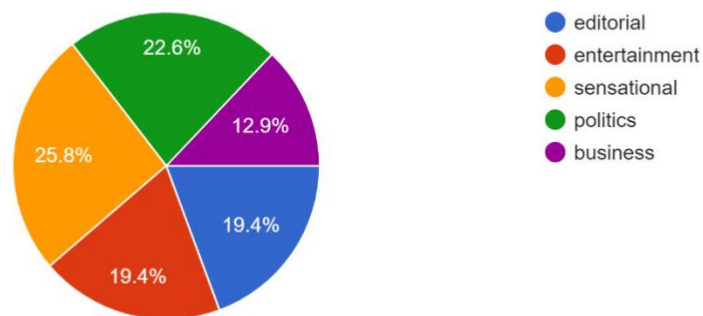
6. Which part of the newspaper do you like to read.

Table 4.6

Given options	No. of respondents	Percentage %
Editorial	6	19
Entertainment	6	19
Sensational	8	26
Politics	7	23
Business	4	13

which part of the news paper do you like to read

31 responses



**INTERPRETATION:** From the above data it has been observed that out of total respondents 19% of them like to read editorial part in newspapers, 26% of them like to read sensational part in newspapers, 23% of them like to read politics part in newspapers

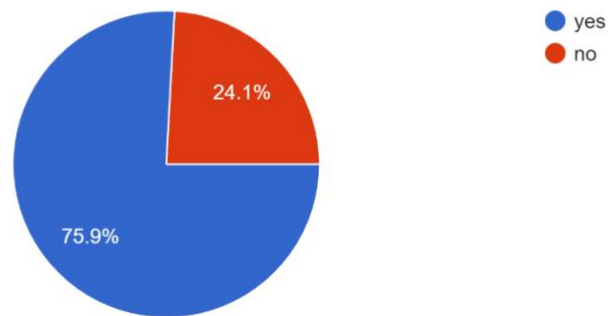
7. Did your vocabulary or reading skills improved.

Table 4.7

Given options	No. of respondents	Percentage %
Yes	22	76
No	7	23

Did your vocabulary or reading skills improved

29 responses



**INTERPRETATION:** From the above data it has been observed that out of total respondents 76% of them feel their vocabulary and reading skills improved, 23% of them feel their vocabular and reading skills did not improved.

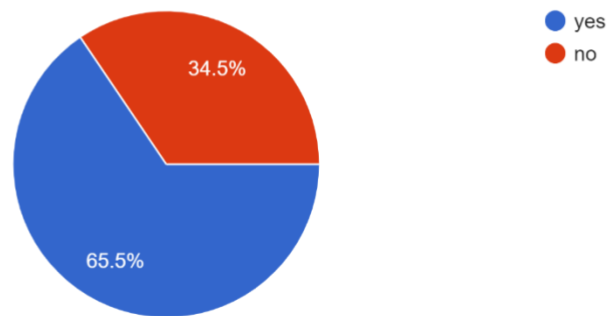
8. Did any of your career plans got influenced by reading newspapers.

Table 4.8

Given options	No. of respondents	Percentage %
Yes	19	65
No	10	34

did any of your career plans got influenced by reading news paper

29 responses



**INTERPRETATION:** From the above data it has been observed that out of total respondents 65% of them feel that their career plans got influenced by reading newspapers, 34% of them feel that their career plans did not got influenced be reading newspaper.

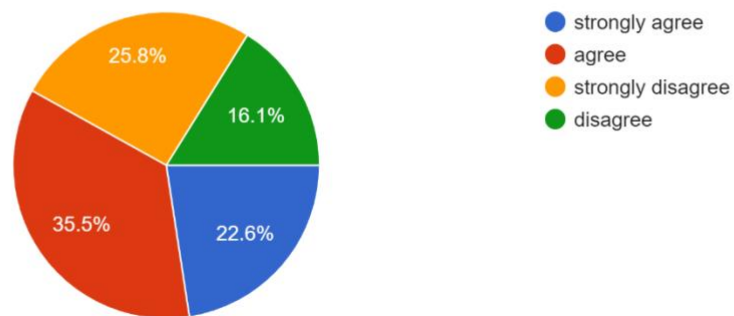
9. Do you think newspapers helps you in jobs interview

Table 4.9

Given options	No. of respondents	Percentage %
Strong agree	7	23
Agree	11	35
Strongly disagree	8	26
Disagree	5	16

do you think newspapers helps you in jobs interview

31 responses



**INTERPRETATION:** From the above data it has been observed that out of total respondents 35% of them feel newspapers helps them in jobs interview, 26% of them fell newspapers do not help them in job interview.

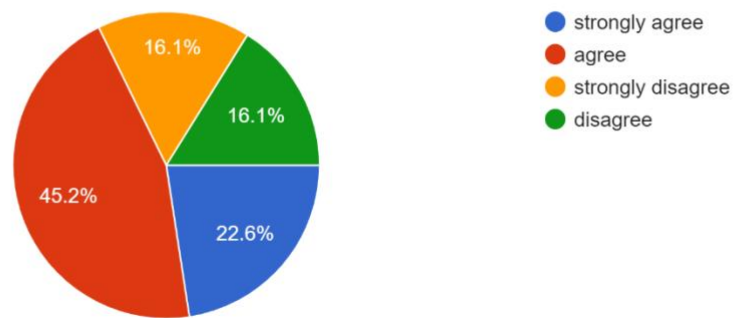
10. Do you think newspapers reading helps you to finish your assignment early.

Table 4.10

Given options	No. of respondents	Percentage %
Strongly agree	7	23
Agree	14	45
Strongly disagree	5	16
Disagree	5	16

do you think newspaper reading helps you to finish your assignments early

31 responses



**INTERPRETATION:** From the above data it has been observed that out of total respondents 45% of them agree that newspapers reading helps them in finishing their assignments, 16% of them disagree that newspapers reading does not help them in finishing their assignments.

**CHAPTER 5**

**FINDINGS AND CONCLUSION**



## **FINDINGS:**

- It is found that most of the respondents fall under the age group of 16-25.
- It is found that most of the people love to read newspapers.
- Most of them prefer to read newspapers rather than other media because there are more informative.
- Most of the people love to read sensational part in the newspapers.
- Most of them feel that reading newspapers helps in improving vocabulary and reading skills.
- Most of the respondent's career plans got influenced by reading newspaper.
- Most of them agree that reading newspaper helps them in their job interview.
- They also agree that reading newspaper also help them in finishing their assignments early.

## **CONCLUSION:**

A newspaper is a publication that informs readers of all the most recent news and events taking place across the globe. The newspaper has evolved from its inception in the 17th century to become an integral part of our everyday lives. For students, reading the newspaper daily is really crucial. Students develop strong general knowledge and critical comprehension as a result of this. It expands the vocabulary they have. It also offers mental-exercise activities like Sudoku, puzzles, and others to help individuals develop their minds. Students should be informed of the events happening in our country since they are the nation's future. Because they cover a variety of current events themes, competitive tests like the Civil Services, SSC, and IAS exams With the use of newspapers, students may learn about a variety of topics. They develop their oratory skills, which makes it easier for them to participate actively in speeches, debates, and conversations. You can also learn about other employment alternatives, such as job opening, admission notification from various universities, scholarship in the country and even abroad, walk in interviews for jobs, and so on

# **WEBLIOGRAPHY**

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[https://en.wikipedia.org/wiki/The\\_Hindu](https://en.wikipedia.org/wiki/The_Hindu)

[https://en.wikipedia.org/wiki/Hindustan\\_Times](https://en.wikipedia.org/wiki/Hindustan_Times)

# **ANNEXURE**

1. Name
2. Age
3. Gender
4. Occupation
5. Do you read newspaper?
  - Yes
  - No
6. Why do you choose newspapers rather than other media?
  - Information
  - Developing
  - Language skills
  - Trust worthy
  - Other
7. Which part of the newspapers do you like to read?
  - Editorial
  - Entertainment
  - Sensational
  - Politics
  - Business
8. Did your vocabulary or reading skills.
  - Yes
  - No
9. Did any of your career plans got influenced by reading newspapers.
  - Yes
  - No

10. Do you think newspapers helps you in jobs interview.

- Strongly agree
- Agree
- Strongly disagree
- Disagree

11. Do you think newspaper reading helps you to finish your assignments early.

- Strongly agree
- Agree
- Strongly disagree
- Disagree